

RECYCLING MARKET DEVELOPMENT ZONES

by Joyce Mason

CUT COSTS AND INCREASE PROFITS WITH CALIFORNIA'S RECYCLING MARKET DEVELOPMENT ZONES



In California, being “in the zone” doesn’t always have to do with runner’s high, a low-fat diet, or a target range of heartbeats during exercise. This phrase also refers to special recycling business development areas and a wide range of perks for companies that turn the state’s waste into new products. Here are some of the reasons why they do it:

- ♦ Low-Cost Financing
- ♦ Streamlined Permitting
- ♦ Business Development Assistance

Recycling Market Development Zones

Curious? If so, there’s no time like the present for developing a new product or product line from recycled materials—materials you might find at low or no cost in CalMAX. By making products from recycled materials, you can give your business a competitive edge in today’s market.

The Recycling Market Development Zone (RMDZ) program is a three-way partnership between your business, local government, and the California Integrated Waste Management Board. You have ongoing access to your partners—a State program liaison and your local zone administrator. They can assist in these three key areas:

Financial Assistance

The Financial Assistance Team provides direct loans to companies that:

- ♦ Use recycled materials to manufacture new products.
- ♦ Reduce solid waste resulting from the manufacture of a product.

To be eligible for a low-interest loan (currently 5.7 percent), the company must:

- ♦ Be located in one of the 40 designated recycling market development zones.
- ♦ Make a value-added product that diverts waste from California landfills.

The project must also meet eligibility criteria, and the company must show a sound business plan and ability to pay back the loan. The Financial Assistance Team also refers businesses to other State, federal, and local

government grant and loan programs.

Streamlined Permitting

Your zone administrator acts as an ombudsman to help you define and facilitate the permit process. By forming ongoing relationships with—and linking you to—California’s local permit assistance centers, your zone administrator will help you minimize delays and “red tape.” (Note: streamlining services and features vary from zone to zone.)

RMDZ Business Development Team

The Board’s Business Development Team provides free information and services to companies in each zone to help you “grow” your recycling-based manufacturing business. RMDZ business development services complement the unique local resources in each zone. Your zone liaison may help you:

- ♦ Develop market and business plans.
- ♦ Analyze and find sources of feedstock for new product lines.
- ♦ Provide information on current market conditions.
- ♦ Evaluate technology and equipment.
- ♦ Link manufacturers with end-users.
- ♦ Exchange information on your behalf and act as a liaison for you with other government agencies.
- ♦ Coordinate networking with a variety of beneficial associations and groups.
- ♦ Tap the expertise of the entire California Integrated Waste Management Board and take advantage of its many programs.

Your zone liaison can also introduce you to other business-oriented services, such as:

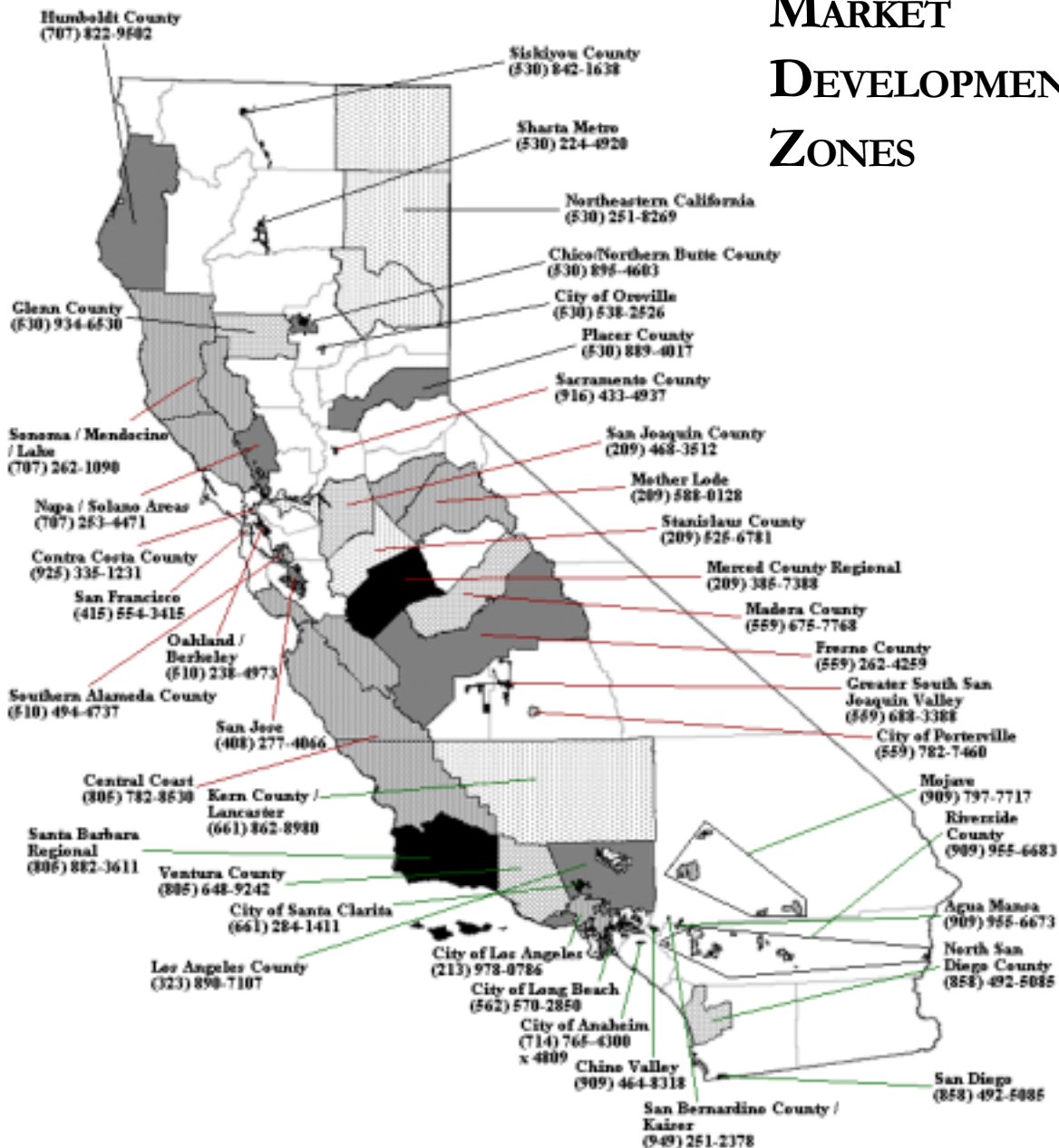
- ♦ Industrial assessment and manufacturing assistance programs.
- ♦ Inventors’ workshops.
- ♦ Free opportunities for promoting your products.

Referral Team (R-Team)

Not in a zone? Not sure? Need general assistance? The R-Team provides a single contact point to clarify your zone status and offers business development or financial assistance statewide for businesses not located in an RMDZ. Call (916) 341-6600.

RECYCLING MARKET DEVELOPMENT ZONES

CALIFORNIA'S 40 RECYCLING MARKET DEVELOPMENT ZONES



RECYCLING MARKET DEVELOPMENT ZONES

by Steve Boyd

LOOKING FOR QUALITY RECYCLED PRODUCTS?

Shop Recyclestore.com

The Recyclestore showcases innovative recycled-content products and puts you in touch directly with their manufacturers. Whether you are a wholesale buyer or an individual consumer, use this online catalog to discover a variety of quality recycled-content products designed with your needs in mind! In fact, some manufacturers can personalize their products to your specifications.

A complement to the Recycling Market Development Zone (RMDZ) program, Recyclestore.com is adding quality products weekly. Watch us grow as the catalog brings new products to your fingertips by way of this Web link. Recyclestore.com product categories include the following:

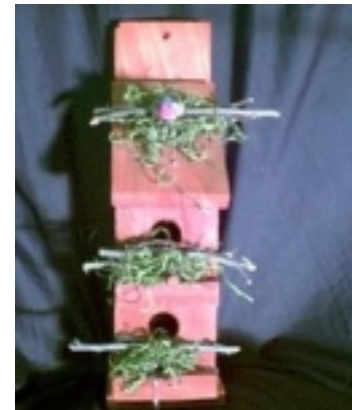


Tire Horse Swing: Sturdy, traditional standby in kid-friendly shape gives tires new life.

- * Building materials
- * Children
- * Furniture
- * Gardening
- * Gifts
- * Household
- * Industrial
- * Jewelry
- * Miscellaneous
- * Office
- * Sports
- * Promotional
- * Textiles



Fire & Light: Tableware made from recycled glass bottles and jars on California's rugged North Coast.



Bird House: Creative works of art by disabled workers from recycled pallets, paints, and yard waste.

Recycled-content products (RCP) featured in Recyclestore.com are manufactured from materials that would otherwise be headed to the landfill. By purchasing these products, you contribute to the preservation of our natural resources and the environment. "Zone in" on a great opportunity to support businesses that help preserve our planet. For more information, contact the Recyclestore coordinator at (916) 341-6795 or by e-mail at recyclestore@ciwmb.ca.gov.

RECYCLING MARKET DEVELOPMENT ZONES

by Rob Baumann



OVERVIEW

The Alameda County Recycling Marketplace is helping to establish recycling businesses in close proximity to the major sources of postconsumer feedstock in Alameda County. Also known as the 1998 Jobs Through Recycling Project, or "JTR," the Marketplace fulfills one of the California Integrated Waste Management Board's market development strategies—to ensure that appropriate local and regional markets exist for materials diverted from solid waste facilities including a huge materials recovery facility.

Administered by the Board's Recycling Business Assistance Branch (home of the Recycling Market Development Zone program), the JTR/Marketplace is funded primarily by the U.S. Environmental Protection Agency. The Marketplace is one of U.S. EPA's many Jobs Through Recycling grant projects and the third JTR grant awarded to the Board. The objective of all JTR projects is to maximize the joint benefits of economic development and diversion. These benefits are being brought to Alameda County businesses through the synergy of a variety of State and local partners.

ALAMEDA COUNTY RECYCLING MARKETPLACE (1998 JOBS THROUGH RECYCLING PROJECT)

Their careful selection and ongoing participation creates a recycling-friendly place to do business through an interconnected resource pool. The overall intent of the project is to demonstrate the clear environmental and economic benefits of establishing regional markets in Alameda County to recycle locally generated wastes. The partner pool "cuts red tape" to make it easy for businesses to get started and get the help they need to thrive.

The stakeholders for the project include the California Integrated Waste Management Board, the California Trade and Commerce Agency, a major waste collector and materials processor, two nonprofit entities with expertise in recycling-based industries, a nonprofit with expertise in assisting small- and medium-sized businesses, and local government entities that promote waste diversion and local economic development.

ACCOMPLISHMENTS

The Alameda County Recycling Marketplace was funded by an initial grant of \$200,000 from the U.S. EPA and a subsequent augmentation of \$50,000 from the California Trade and Commerce Agency. These results are thanks to the project's ongoing, multiagency collaboration. To date, the efforts

of the project's stakeholders have resulted in the siting of 10 businesses that have diverted 29,761 tons of solid waste per year (planned diversion for these businesses is estimated at 151,373 tons of diversion per year at peak capacity), and the creation of 47 new jobs. Originally approved as a 24-month "pilot" project, the successes of the Alameda County Recycling Marketplace in waste recovery and job creation have earned the project a one-year extension, through October 2001.

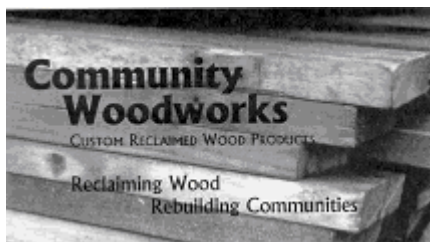
Here are a few examples of JTR Marketplace-assisted businesses:

BAY AREA TIRE RECYCLING—This tire crumbing business is located on the premises of the Davis Street Transfer Station in San Leandro. The company is able to process 1.4 million scrap tires per year, producing 20 million pounds of crumb rubber. Much of this is processed to become asphalt rubber, while the remaining material is made into playground safety surfaces.



RECYCLING MARKET DEVELOPMENT ZONES

COMMUNITY WOODWORKS—This company specializes in acquiring reclaimed wood, milling lumber from deconstructed buildings, and producing flooring, furniture, and remilled lumber. The company is sited on the former Oakland Army Base. Many of the deconstructed buildings from which the company reclaims wood are from closed military bases in the East Bay. The company presently diverts 650 tons per year from the landfill.



ST. VINCENT DE PAUL—A nonprofit organization that processes mattresses, box springs, couches, recliners, and hide-a-beds. St. Vincent produces polyurethane foam, shredded spring steel, shredded mixed fiber, and shredded wood. St. Vincent diverts 1,440 tons per year from local landfills.

MARKETING THE ALAMEDA COUNTY RECYCLING MARKETPLACE PROJECT

The Alameda County Recycling Marketplace project will serve as a model for other jurisdictions in California. Two comprehensive reports outlining the benefits of the project—the *Economic and Environmental Benefits of Establishing Regional Markets Report* and a detailed case study—will be released when the project ends, slated for October 2001. These studies will be widely circulated to promote other projects of this type. Well on its way to meeting or exceeding its proposed diversion and job creation goals, the

Alameda County Recycling Marketplace is proving to be an effective public/private partnership in the effort to increase recycling in California.

For more information, call Rob Baumann at (916) 341-6526, or e-mail him at rbaumann@ciwmb.ca.gov, or visit the Alameda County Recycling Marketplace Web site: www.ciwmb.ca.gov/Marketplace/.

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A Showcase for Recycled-Content Products

'Zone in' to help preserve the environment!



Attention Shoppers:

Buy unique, quality products made from recycled-content material that would otherwise be headed to the landfill, designed with your needs in mind! Check it out @ www.Recyclestore.com

Hosted by the California Integrated Waste Management Board's Recycling Market Development Zone Program.

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RECYCLING MARKET DEVELOPMENT ZONES

by Steve Boyd and Joyce Mason

RECYCLING: THE NEW MOTHER OF INVENTION

There's a saying, *Necessity is the mother of invention*. Now that old saw has a new tooth. We all need to recycle; therefore, recycling is a necessity and the *new* mother of invention ... quite literally!

Recycling-based inventions are on the drawing board throughout California. An international inventors' organization is helping teach individuals how to take their ideas for green businesses and turn them into the gold of profitable enterprises. This "Green2Gold" effort is flourishing in many of the 40 Recycling Market Development Zones (RMDZ) in California.

Alan Arthur Tratner, President of Inventors Workshop International (IWI) is the magician who helps pull new recycled products out of the minds of people with earth-friendly ideas. A 30-year-old nonprofit educational foundation in Santa Barbara, IWI and Tratner have been featured on Oprah, Good Morning America, CNN, NBC, and in *Business Week* and *Time* magazines. Tratner holds eight patents and has helped thousands design and protect their own inventions.

A committed environmentalist, Tratner was the impetus behind the former Eco Expo environmental fairs and their spin-offs. From that perspective, he has given workshops in several RMDZs, most recently in

Oroville (Oroville Zone) and Rocklin (Placer County Zone). In the Green2Gold version of his standard inventors' workshops, Tratner emphasizes using recycled materials as a valuable means of making money while helping the environment. It's easier to use recycled materials from the outset rather than retrofit a product with recycled feedstock, once an invention is in production. Business owners don't like to fix what isn't broken, so the place to create a recycled-content product goes back to the drawing board.

These exciting workshops help determine if an idea is likely to work before its creator spends a lot of money on it. They also suggest strategies on protecting an inventor's ideas from encroachment by others. As a result of the workshops, Northern California now has its own inventors' organization that meets in four counties (Siskiyou, Lake, Shasta, and Butte). The Inventors' Alliance of Northern California joins inventors and entrepreneurs for the growth of technology. The organization's motto—"growing ideas"—reflects their many green inventions, including fire logs formed from waxed grocery boxes and a pet carrier from recycled textiles.

Got a great idea? Here's how to learn more about these

organizations and their low-cost services, aimed at helping you develop and protect your inventions and products in progress:

✍ Inventors' Workshop International—Alan Tratner, President. Phone: (805) 962-5722; Fax: (805) 899-4927; Web site: www.inventorsworkshop.org.

✍ Inventors' Alliance of Northern California—Jim De Lang, President. Phone: (530) 241-8427, E-mail: sagn@awwwsome.com, NewsGroup: inventorsnorcal@awwwsome.com; Website: <http://inventorsnorcal.awwwsome.com>.

✍ Inventors in the Recycling Market Development Zones—Steve Boyd, RMDZ Business Assistance Team. Phone: (916) 341-6523; E-mail: sboyd@ciwmb.ca.gov; Web site: www.ciwmb.ca.gov/RMDZ.



RECYCLING MARKET DEVELOPMENT ZONES

by The RMDZ Staff

Zoning in on Recycling Business Success Stories

What's Happening in the Recycling Market Development Zones

Now that you have the idea of how the recycling market development zones work, here are some examples of companies that are reeling in profits from recycling—a big benefit of the RMDZ program:

Futura Thermal Systems, Inc. in Redding invented a machine to turn mountains of waxboard grocery boxes into fire logs. Keep your home fires burning in colder weather and fuel your campfire or cookout in the summer. Partnering with Holiday Quality Foods, Futura recycles the grocer's mounds of boxes, normally used to ship produce and meats. Until the log machine, the boxes weren't considered recyclable, because wax is a contaminant in traditional cardboard recycling processes. In log making, the wax is actually a boon, since it helps bind the logs together. Holiday Foods had been spending thousands of dollars to ship about 150 tons of boxes to landfills, filling up limited space. The market now has a net gain of \$125,000–\$135,000 a year in log sales and diverted disposal costs. A package of two fire logs costs consumers \$1.99, and it takes two boxes to make each five-pound log.

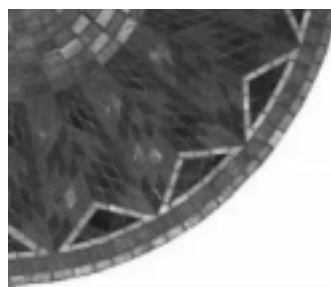


What a great example of the RMDZ in action! The RMDZ program provided technical assistance on the log-making process. Together, the teamwork of this business and the RMDZ

program makes grocery box recycling as easy as falling off a log.

Oceanside Glasstile in San

Diego County Zone uses recycled glass to manufacture four glass tile product lines in dozens of colors and designs, featuring a handmade look. Tiles are used for both their decorative



and functional value in businesses and homes in a variety of ways—flooring, countertops, and wall

tiles in baths and kitchens. Sold throughout the U.S. to high-end tile and flooring dealers, the products are used in commercial buildings, upscale restaurants, luxury homes, cruise ships, and other prominent locations, including a custom restoration project at Hearst Castle in San Simeon. Expected ultimately to divert 1,000 tons of glass per year from landfills and to create 106 jobs, Oceanside Glasstile

received two RMDZ loans to help finance equipment, fixtures, and to provide working capital.

Paper, Pulp, & Film, Inc. of Fresno (Fresno RMDZ) creates new packaging products from postconsumer and secondary paper supplied by various mills in California. From this scrap paper, PP&F makes V-Board, an edge protection product useful in packing products for shipping. With their second RMDZ loan they received recently, PP&F is increasing their diversion from 16,000 to 27,000 tons per year. The company added 40 to 50 local jobs to their community. More importantly, they're minimizing breakage for other businesses by making shipping a cushy job.

Wooden Man of Gardena (Los Angeles County Zone), builds furniture from scrap and deconstruction lumber. Aspiring actors started it as a part-time venture. Now the full-time company's sturdy, handcrafted furniture is showcased statewide. The business, started in 1993, has grown to a 13,000-square foot factory with 23 woodworkers and master carpenters. Wooden Man was already diverting more than 200 tons per year from California landfills. With its expansion, funded in part by the RMDZ loan program, Wooden Man is working on doubling that amount.

Marplast Inc. in Moorpark (Ventura County Zone) blow-molds various plastic products and components. Many of them

RECYCLING MARKET DEVELOPMENT ZONES

can be found on the shelves of stores such as Home Depot, Home Base, ACE Hardware, and Target. The company uses 100 percent HDPE to manufacture toilet plungers, various toys, specialty cups, medical components, and miscellaneous industrial parts. Their RMDZ loan helped Marplast buy new equipment to double their diversion and nearly triple their jobs.

Barry Sandler Enterprises in Los Angeles (L.A. City Zone) takes discards of cloth materials and manufactures over 250 different types of wiping rags, which are then sold to janitorial supply companies, the military, paint stores, printing companies, and furniture manufacturers. Their primary product is a wiping rag, made from various fabrics obtained from charities and commercial and hotel laundries. They also purchase feedstock from mills, dye houses, and cut-and-sew operations. Their wholesale market consists of large home improvement outlet centers. The company also buys new, used, and misprinted bags made of sisal, burlap, and multiwall paper and resells them. Their RMDZ loan helped the company purchase property to consolidate two facilities, increase their diversion from landfills by 25 percent, and add two new employees.

Looney Bins, Inc. in the Los Angeles City Zone collects wood, cardboard, metal, plastic, and other salvageable items generated at Hollywood studios such as Sony Studios, Warner

Bros., and Disney. Once the movie sets are torn down, workers sort the materials by type and either sell or donate them to businesses and organizations throughout California and Mexico. The company is using its RMDZ loan to purchase equipment and fund working capital for grinding wood and drywall into mulch. The project created five new jobs and allowed Looney Bins to start a new recycling operation, diverting 3,500 tons per year of construction debris from landfills.

Timbron International in Stockton (San Joaquin Zone) makes plastic products that simulate the appearance of high-quality lumber and moldings. Timbron gets its feedstock from other companies' waste packaging. Those companies save disposal costs. Made from 73 percent postindustrial expanded polystyrene (styrofoam) with 27 percent adhesives and other bonding materials, Timbron's plastic simulated wood is durable. It requires low maintenance and is water-, decay-, and termite-resistant. Little if any waste is created in the process because any products not meeting quality standards are ground up and reused to make new ones. The company used its RMDZ loan to purchase new equipment to expand its existing manufacturing operation. The project is expected to double the amount of polystyrene currently being recycled by Timbron to 3,000 tons per year, creating up to 10 new jobs.

Whit McLeod Furniture of Arcata (Humboldt County Zone) makes upscale furniture from recycled materials, including old wine kegs. Through an ingenious design, Whit has created a comfortable and affordable chair with historical significance. Finely constructed of 100 percent white oak barrel staves fastened with four oak rails and 72 screws, they are finished with an exterior grade penetrating oil. Each chair is numbered on the backside of the seat and branded with the name of the winery where the barrel was used.



After reading about the broad range of RMDZ businesses in this series of articles, we hope you are inspired! If you have any leanings toward expanding your product line to include recycled-content products, or if you have material you believe can be recycled, there has never been a better time to "zone in" and add your business to this growing list of eco-entrepreneurs. Don't know where to start? Call our Referral Team (R-Team) at (916) 341-6600 or drop us an e-mail at rteam@ciwmb.ca.gov.